

# Sleek in the City



*Chelsey Baker* meets Anoesjcka de'Lorenzo, the new bespoke tailor to take the City by the storm

**S**outh African-born Anoesjcka de'Lorenzo is the elegant driving force behind AG Bespoke Couture Ltd; the creators of exquisite tailor-made couture shirts for men and the stunning ready-to-wear range for women called 'Straight and Curvy'.

As the face of the enterprise and brains behind it, this 28-year-old has certainly made an entrance into the undoubtedly male-orientated world of tailoring. Anoesjcka first arrived in London from Cape Town in 2003, "I came to London and began working at a wine bar in the City; I wanted to earn customers' respect by dressing as elegantly as the City people. But I found it impossible to find a good shirt with a fit that flatters the female figure; I decided to do something about it and conceived my initial shirt concept."

To really learn the basics of quality tailoring, she turned to an Italian tailor on the outskirts of London. Then, in Savile Row, she honed her eye for the art of cutting a bespoke shirt under the tutelage of renowned tailor Sean O'Flynn. What did she learn from him? "The buttonholes are the most important element, and who would have thought that tells the quality of a shirt?" she explained.

"I moved to Milan to study Italian and to learn the Italian way of craftsmanship at Istituto di Burgo. Nothing can teach you style and class as can walking on the streets of Milan." But it was in an Italian restaurant that her business really took

off after a chance meeting with fashion legend Giorgio Armani himself. "I found myself sitting two tables away from the godfather of it all. It seemed too good an opportunity to miss." She clearly made a big impression: "He gave me the number of his CEO in the factory. Two months later, we had a women's line and my ready-to-wear shirts were being crafted by the same hands that skilfully put his Collezione range together."

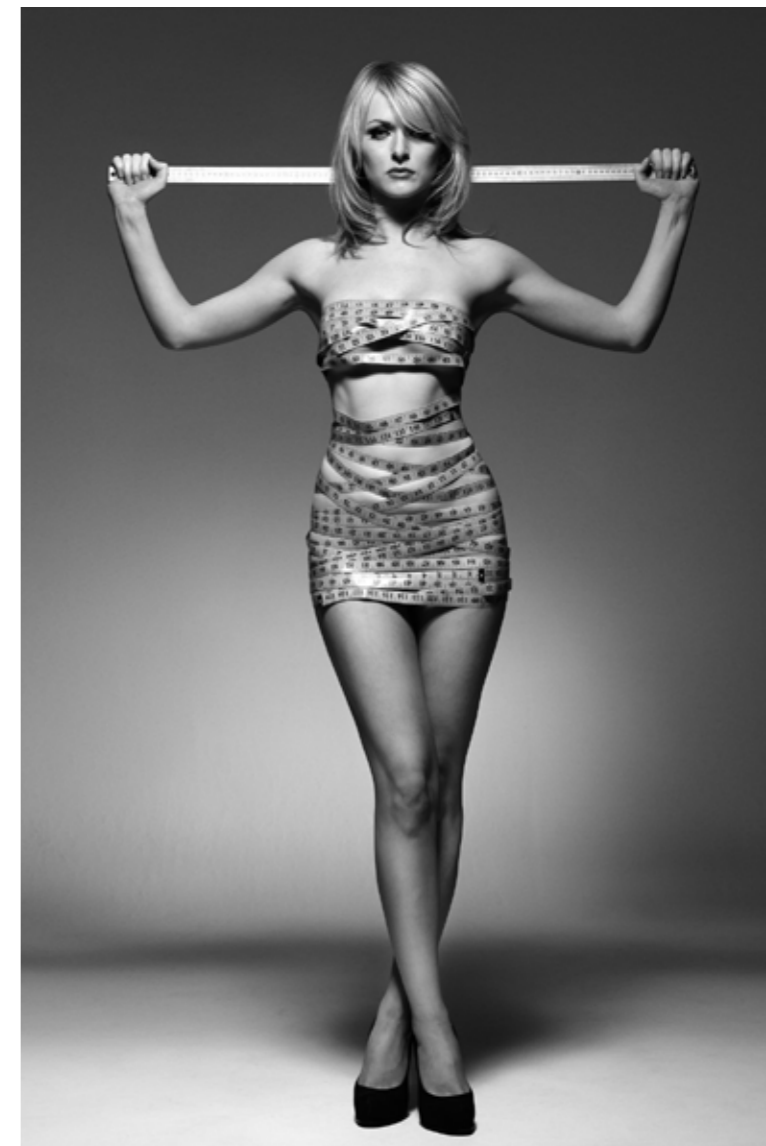
After three years' production working out of Giorgio Armani's factory in Milan, Anoesjcka returned to London with AG Bespoke Couture Ltd. and has never looked back. She has very definite ideas about bespoke tailoring and aims to fill a need: "I do love sleek tailoring on a woman; it is the difference between fashion and style. A confident stylish woman will never be out of fashion."

She developed a range of Italian inspired ready-to-wear shirts for British women who often have problems finding the most flattering fit for their body shapes. Her shirts are designed to make women feel beautiful; however, the classic style with the defined collar and cuffs also add a strength and professionalism to the look, a hybrid of style and good, solid, quality tailoring. She started off with women's shirts, but the phone calls for men's bespoke shirts did not stop and so she branched out.

However, men's tailoring throws up different challenges, most notably that of physique: "One cannot use the same technique for everyone. You can trick the eye and change a man's physique and appearance by using skilful tricks and cuts, and that is definitely a combination of several techniques, but also an intense study of the human body."

Based in Convent Garden, Anoesjcka offers a unique bespoke service; one size does most definitely not fit all. For the guys, the shirts have already proved a big hit with Premier League footballers and England rugby stars, "I now have a fantastic client base ranging from sporting celebrities to major corporate clients. It has always been word of mouth that has driven my business and so far, so good."

It's not only a bespoke garment that is created for the client, but AG Bespoke Couture prides itself in



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delivering a bespoke service. "Most of my clients have no time in their busy schedules to get measured after working hours, so we accommodate them by meeting them at their office or where it's most convenient. This also ensures that the client gets the full attention deserved when ordering a bespoke piece and the luxury of receiving the shopping experience in your own home or office."

Tailoring is still a passion and not a science, and with that in mind, Anoesjcka really is delivering the ultimate bespoke service and a one-off piece with striking individuality. Soon you will see the AG team running all over London delivering boxes wrapped in bows.

"When the company was first created it was resolved that 15 per

cent of annual net profits will be donated to the preferred charity chosen that year. With this in place, it gives me more drive and meaning to my business, as I am not only working for myself but also helping others." Purchasing an AG Bespoke Couture shirt is undoubtedly an investment in more ways than one! ■

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